

Case Study

Compliance

ASB Compliance

Highlights

- An online, interactive compliance framework for all Bank employees that delivers a consistent message
- A non-linear approach to learning which engages and motivates the learner through audio, text, graphics and movies

Technical Specifications

- Flash MX
- Photoshop
- Audition
- Swish
- ASP

The Situation

Over several years, ASB researched the implementation of an online learning environment within the Bank. The outcome of their research was the development of a learning portal, called 'The Learning Zone'. To ensure that the new portal reflected the Bank's move ahead in the technology sector, they examined some of their existing courseware and decided that it needed redesign to utilise internet technologies as well as the instructional design strategies used.

The courseware they decided to convert had originally been developed in Authorware and pertained to four of the compliance acts that are of major significance to the Bank. These Acts included:

- Privacy Act
- Fair Trading Act
- Money Laundering
- Consumer Guarantees Act

While ASB wanted the training to be accessible to all new employees as well as their existing ones, two of their frontline groups were likely to benefit most from the online modules – their Customer Service Officers, who work in Branch banking and their Customer Service Representatives, who deals with customers over the phone. ASB envisaged that these two groups would require regular refresher training on the Acts to ensure that they were aware of the implications and consequences of breaching any of the Acts.



Solution

To move on from the Bank's previous computer-based training, we recommended a non-linear solution. Working with ASB the idea emerged to set up a course framework using Flash that incorporated all of the compliance Acts within the one framework. As soon as an employee accessed an Act, they were presented with a number of different learning areas, including the following:

- An animated **intro movie** that outlined the basic facts about the Act, such as definitions purposes, risks etc. All intro movies contained audio.
- An interactive **workspace** area that functioned as a platform allowing employees to explore information about an Act and to gain an understanding of its impact on the Bank. Some components in the workspace contained audio.
- **Case studies** consisting of a series of scenarios and questions to transfer concepts learned in the workspace into real life situations. This made it easier for employees to determine how they would react and align their responses to processes within the Bank. All user interactions in this learning area were tracked.
- **Resources**, such as internal and external web links that provided definitions and background information related to the compliance topics.
- **Standalone assessments** for each Act that tested employees on their understanding of the different Acts.

Some of the challenges that we faced with this self-paced solution were that we had very little access to SMEs but a large amount of existing content which we needed to condense into one solution. Consequently, we worked very closely with the Bank's Project Manager to ensure that any new material, such as examples and case studies, reflected how the Bank operated. We also had file size limitations and had to ensure that course files were kept to a minimum size.

Results

The solution we developed for ASB was one of the first courses to be loaded onto their new learning portal, 'The Learning Zone'. Feedback to date has shown that employees enjoy working with our non-linear interactive solution and benefit significantly from being able to access the online modules at their desktop. This is now possible because of the efficient re design and repurposing of existing content in a way that makes the most of their learning platform.

"The best part of working with The Learning Curve was the enthusiastic and interactive manner, by which they explored options and redesign together with us. These ideas they moulded and developed into a tailored solution that matched our needs."

Ian Martin,
Online Learning Consultant ASB



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